Experience Design Project on: Supermarket

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Group 3

What is Supermarket?

A supermarket is a **large retail store** that sells a wide variety of food and household products, as well as other goods such as clothing and electronics. Supermarkets are often organized into different categories, which provide you a self-shopping experience. They are basically **one stop solution for all your household needs**.

We Chose Smart Bazaar.

Why Smart Bazaar?

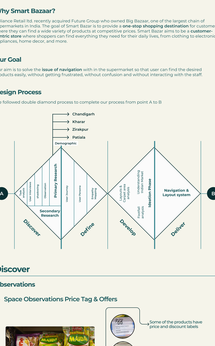
Reliance Retail Ltd. recently acquired Future Group who owned Big Bazaar, one of the largest chain of supermarkets in India. The goal of Smart Bazaar is to provide a **one-stop shopping destination** for customers where they can find a wide variety of products at competitive prices. Smart Bazaar aims to be a **customer-centric** store where customers can find everything they need for their daily lives, from clothing to electronics, appliances, home decor, and more.

Our Goal

Our aim is to solve the **issue of navigation** with the supermarket so that user can find the desired products easily, without getting frustrated, without confusion and without interacting with the staff.

Design Process

We followed double diamond process to complete our process from point A to B



Discover

Observations

- Space Observations Price Tag & Offers

Some of the products have price and discount labels

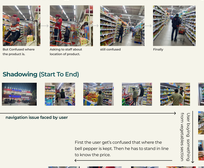
But some of the products did not even have price labels

- People Forget Some Of There Small Things At The Counter

We asked to the counter person how many person forget there things in a day he told us around 20-25 people forget there things daily.

User Behaviour On Navigation

We asked the user to find maggie masala and started the timer. He took 4.25 sec to achieve the goal.



But Confused where the product is.

Asking to staff about location of product.

still confused

Finally

Shadowing (Start To End)

navigation issue faced by user

First the user get's confused that where the bell pepper is kept. Then he has to stand in line to know the price.

User Interview (Insights)

Supermarkets are big and user has to walk a lot despite of that, there is no seating area for users to have seating area and water facilities.

For some customers discounts are a big motivation to shop and for some customers factors like quality smell is an important factor

Smart bazaar gives cashback points when user buys anything but for checking cashback points customer had user has to call on a number to know them, which eventually is increasing user's touch points

Sometimes the product is not there and it gets difficult to cross the cart.

For Finding products, they have to constantly ask the employee.

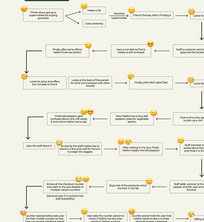
Gets frustrating for the user when they have to wait in ques for checkout and instead multiple counters are left empty.

There is no kind standardization through different outlets of Smart Bazaar. Some of the stores either Smart points or bazaars offer pharmacy. User is really unsure about what kind of things are present where.

It is very difficult to find products, navigation is confusing.

Define

User Persona



Bio:
Sonia is a humble person who lives in Chandigarh with her wife and two kids. She is a working professional and a loving woman who wants to buy quality product at low price and without meeting too much time.

Goals:
- To be a simple life
- Wants to be a healthy lifestyle
- Wants to buy quality product

Frustration:
- Too much walking
- navigation
- Too much time
- Kids get distracted seeing

Motivation:
- Offers
- Simple products at the same place
- Self service, no need to talk or interact with people
- Cashback points

Personality:

Introvert	Extravert
Patient	Impatient
Active	Inactive
Intuitive	Observant

Pain point

- difficulty in finding products and too much time is invested
- has to constantly ask the employees about where the products are kept
- sometimes when the user in not able to find a product, he/she forgets about it and misses to buy it

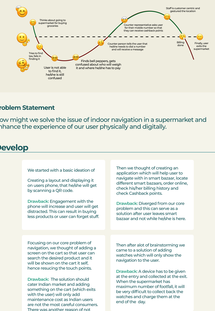
motivation

- wants to buy quality product without spending too much time
- Get's majority of the products at one place
- Low Price, good offers and a decent quality is something our user is keen to buy

User Journey

User: Someone who does not visit supermarkets often or is a first time visitor

Goal: To buy all quality on a lower price


User Touch point
Comes about going to supermarket for buying groceries
Makes a list of things to buy
Comes looking
Reaches at supermarket
Checks Entrance, Aisle or Greeting ?
Looks for a cart
Finally after some efforts finds the cart
Uses to look aisles to find the required product
Staff's customer service not provided or not helpful
Looks for a product and takes it
Finally picks the item and put it in the cart
Looking for a cart
Finds the cart and goes to the aisle where the product is located
Finally picks the item and put it in the cart
Finds the cart and goes to the aisle where the product is located
Uses to the same path aisles as well
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Asks the staff about it
Staff's customer service not provided or not helpful
Staff's customer service not provided or not helpful
Staff's customer service not provided or not helpful
Staff's customer service not provided or not helpful
Staff's customer service not provided or not helpful
Reaches at the checkout counter
Waits in a long line
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